



2012 Growing Farmers Workshop Agenda

Date	Topic	Description	Presenter	Time
<i>January 21, 2012</i>	Introductions	Overview and orientation	Community CROPS	9am-12pm
	Market and Product Overview	Make a plan for what you will grow and where/how you will sell it	Robinette Farms	
	Farmers Market Focus	How to create an attractive display and attract customers, overview of rules and regulations	Robinette Farms, Billene Nemec	
<i>January 28, 2012</i>	Business Planning	Make a plan that will help you meet your business and personal goals	CROPS, Students in Free Enterprise	9am-12pm
	Risk Management	Decide what business structure you will pursue	Adam Prochaska	
	Community Supported Agriculture 101	Planning, pricing, share size, finding members, and more	Kevin Loth, ShadowBrook Farm	1pm-3pm
	Restaurant and Grocery Focus	A panel of chefs and produce managers will tell you what they look for from local growers	Open Harvest, others TBA	3pm-4pm
<i>February 18, 2012</i>	Plan for Profit	Learn how to use tools to set and meet financial goals	Roger Wilson	9am-12pm
	Resources & Finding Land	Get connected to resources to help your business succeed	Dennis Schroeder	1pm-2pm
	How to Make a Sale	I just harvested 30 pounds of spinach! But how much should I charge for it??	Erin Frank, Memphis Mensah	2pm-4pm
<i>February 25, 2012</i>	Crop Planning	I'm signed up for the farmers' market all summer! How do I make sure to have produce every week?	Community CROPS	9am-12pm
	Seed Starting Methods	Learn about starting your own transplants for your farm or sale.	Bohdi Organic Garden Supply	
	Greenhouse Tour	Greenhouses for seed starting, business planning	Gene Gage, Heartland Organics	1pm-4pm

Date	Topic	Description	Presenter	Time
<i>March 10, 2012</i>	Introduction to Marketing	Learn about a variety of marketing opportunities and create your marketing plan	CROPS, Students in Free Enterprise	9am-12pm
	Organic Certification	What is it, should I certify?	Roger Renken	1pm-2pm
	Individual Assistance	Receive assistance on your business, financial, crop and marketing plans	CROPS, Students in Free Enterprise	2pm-4pm
<i>March 17, 2012</i>	Class Presentations	5 individuals/teams will present their farm plan to the class	Class Participants	9am-12pm
	Robinette Farm Tour	Learn how a new diversified farm is	Robinette Farms	1pm-4pm
<i>March 31, 2012</i>	Field Management	Soils, pests, diseases, weeds, oh my! Organic management methods	Evrett Lunquist, Common Good Farm	9am-12pm
	Common Good Farm Tour	See soil and field management in action on a certified Organic and Biodynamic farm	Evrett Lunquist, Common Good Farm	1pm-4pm
<i>April 14, 2012</i>	Equipment Options	Learn about farm equipment at Sunset Community Farm	Justin Jones	9am-12pm
	Harvest Home Farm Tour	Learn about tools and equipment for beginning and small-scale production	Harvest Home Farm	12pm-4pm
<i>April 21, 2012</i>	Harvest and Post-Harvest Handling	Learn about packing, storage and Good Agricultural Practices (GAPs)	Sarah Browning	9am-12pm
	ShadowBrook Farm Tour	Learn how to design your field and packing facilities for ease of harvest and packing	Kevin Loth, ShadowBrook Farm	1pm-4pm